BPEN82MA

R. J. REYNOLDS TOBACCO COMPANY
BUSINESS PLANNING AND EXECUTION

PAGE: 1
DATE: 97-10-28
TIME: 03:24 PM

PROMOTION : 800004 DORAL CONV/GAS-$1.00 OFF 2 PAC PROMOTION SUMMARY REPORT
DRIVE PERIOD: 80100

| | NO OF ACCOUNTS | TOTAL SKUS | TOTAL OFFERS | ALLOCATION CASES | ALLOCATION OFFERS |
|---|---|---|---|---|---|
| 16XXXX 16 BUFFALO REGION | | | | | |
| | | | | 404 | 60,600 |
| VAP | | | | | |
| CHAIN | 1,868 | 1,927 | 38,540 | | |
| INDEPENDENTS | 1,611 | 1,471 | 29,420 | | |
| VAP TOTAL | 3,479 | 3,398 | 67,960 | | |
| NON-VAP | | | | | |
| CHAIN | 164 | 18 | 360 | | |
| INDEPENDENTS | 639 | 7 | 140 | | |
| NON-VAP TOTAL | 803 | 25 | 500 | | |
| TOTAL CHAINS | 2,032 | 1,945 | 38,900 | | |
| TOTAL INDEPENDENTS | 2,250 | 1,478 | 29,560 | TOT COMMITTED: | 68,460 |
| TOTAL ACCOUNTS | 4,282 | 3,423 | 68,460 | TOT REMAINING: | 7,860- |

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Source: https://www.industrydocuments.ucsf.edu/docs/ynnn0000

BPEN82MA

R. J. REYNOLDS TOBACCO COMPANY
BUSINESS PLANNING AND EXECUTION

PAGE: 1
DATE: 97-10-20
TIME: 03:20 PM

PROMOTION : 800004 DORAL CONV/GAS-$1.00 OFF 2 PAC PROMOTION SUMMARY REPORT
DRIVE PERIOD: 80100

| | NO OF ACCOUNTS | TOTAL SKUS | OFFERS | ALLOCATION CASES | ALLOCATION OFFERS |
|---|---|---|---|---|---|
| 16XXXX 16 BUFFALO REGION | | | | | |
| | | | | 404 | 60,600 |
| VAP | | | | | |
| CHAIN | 1,690 | 2,020 | 40,400 | | |
| INDEPENDENTS | 1,473 | 2,341 | 46,820 | | |
| VAP TOTAL | 3,163 | 4,361 | 87,220 | | |
| NON-VAP | | | | | |
| CHAIN | 102 | 110 | 2,200 | | |
| INDEPENDENTS | 263 | 302 | 6,040 | | |
| NON-VAP TOTAL | 365 | 412 | 8,240 | | |
| TOTAL CHAINS | 1,792 | 2,130 | 42,600 | | |
| TOTAL INDEPENDENTS | 1,736 | 2,643 | 52,860 | TOT COMMITTED: | 95,460 |
| TOTAL ACCOUNTS | 3,528 | 4,773 | 95,460 | TOT REMAINING: | 34,860- |

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Bastal (2)

Changed All Region VAP to ~~2~~ '1'

Removed W/ Parms

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R. J. REYNOLDS TOBACCO COMPANY
BUSINESS PLANNING AND EXECUTION

PAGE: 1
DATE: 97-10-23
TIME: 12:08 PM

PROMOTION : 800004 DORAL CONV/GAS-$1.00 OFF 2 PAC PROMOTION SUMMARY REPORT
DRIVE PERIOD: 80100

| | NO OF ACCOUNTS | TOTAL SKUS | TOTAL OFFERS | ALLOCATION CASES | ALLOCATION OFFERS |
|---|---|---|---|---|---|
| 16XXXX 16 BUFFALO REGION | | | | | |
| | | | | 404 | 60,600 |
| VAP | | | | | |
| CHAIN | 1,850 | 1,812 | 36,240 | | |
| INDEPENDENTS | 1,600 | 1,476 | 29,520 | | |
| VAP TOTAL | 3,450 | 3,288 | 65,760 | | |
| NON-VAP | | | | | |
| CHAIN | 107 | 112 | 2,240 | | |
| INDEPENDENTS | 262 | 2 | 40 | | |
| NON-VAP TOTAL | 369 | 114 | 2,280 | | |
| TOTAL CHAINS | 1,957 | 1,924 | 38,480 | | |
| TOTAL INDEPENDENTS | 1,862 | 1,478 | 29,560 | TOT COMMITTED: | 68,040 |
| TOTAL ACCOUNTS | 3,819 | 3,402 | 68,040 | TOT REMAINING: | 7,440- |

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Check w/RMD for W forms

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Source: https://www.industrydocuments.ucsf.edu/docs/ynnn0000